

THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY

• FEBRUARY 2026 EDITION



COVER STORY

There's a lot to love about REWARDS!

Who doesn't love more? With REWARDS, South Carolina Education Lottery players are having fun and winning more than ever before.

Last year Players' Club REWARDS members won over \$4.7 MILLION in prizes!

If your players aren't embracing REWARDS yet, you should ask them this question.

DID YOU KNOW YOU CAN ENTER YOUR TICKETS FOR A CHANCE TO WIN CASH?

If the answer is "NO," it's time to tell them about REWARDS. With REWARDS they can enter ALL of their lottery tickets—winning and non-winning scratch-offs and draw games—by using the Lottery's app or website to earn "SCEL Coin" or entries into second-chance promotions for big prizes. They can spend their "SCEL Coin" to enter drawings for chances to win more cash or other fun prizes.

You'll be asked, **HOW DO I GET STARTED?**

First, you have to be a member of the Lottery's Players' Club. It's free to join. Sign up by downloading the Players' Club app or at sceducationlottery.com. Then sign in to start earning "SCEL Coin" or to enter second-chance promotions. You can quickly scan the ticket's barcode using the app or manually enter tickets using the website. You get 1 "SCEL Coin" for every \$1 spent on scratch-offs and draw game tickets.

Don't forget the best part.

Players can win cash prizes of up to \$1 million or trips to places like Hawaii in our second-chance drawings. In our monthly REWARDS drawings, players could win prizes like \$500, \$25,000, tickets to sporting events, big screen TV's and even trips. Right now players can enter to win a trip to Key West, Florida! New drawings are added every month!

There's no better time than now to tell your players all there is to love about REWARDS. So don't wait. And thank you for helping make this program for players such a huge success!

RETAILER NEWS

Lottery players have fallen for this Midlands husband & wife team

With Valentine's Day right around the corner, we thought we'd share a love story.

Meet husband and wife Ricky and Yasmin Khetani. They own **Community Mart** on Monticello Rd., in **Columbia**. Their Lottery's Sales Representative Julie Okorn says these two are just the absolute sweetest.

Ricky and Yasmin's story began in 1983, when they got married. Today they have three kids, and for 13 of those 42 years have been working together at the store.

Their days, like many of yours, start at 6:30 a.m. when the doors open. They ride to work together every single morning and leave the store together around 3:30 in the afternoon. But the store doesn't leave them, they've spent many evenings at home discussing their business, making plans for the next day and thinking about their future there.

And their secret to balancing it all sounds pretty simple. "We just enjoy being with each other," Ricky said. "We've been through lots of ups and downs, but we always get through it together."

And Ricky wouldn't want anyone else but Yasmin by his side. "If she's not in the store, I miss having her to argue with," he said. "She is the best at everything."

Okorn agrees they are really good at selling lottery tickets. The duo occupies the 164 spot in the state's Million Dollar Sales Club. They always have the new games out on time for customers to buy and are fantastic with the players.

They sell lots of scratch-offs, Pick 3 and Pick 4, and in August of 2024 they had a big \$500,000 winner.

"To be successful, you have to enjoy what you do," said Ricky. And cherish the relationships made along the way.



THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report:
Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR
Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Hotline: 1-877-452-5155

South Carolina Education Lottery
P.O. Box 11949
Columbia, SC 29211-1949
www.sceducationlottery.com

Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

DATES TO KNOW

LAST DAY TO SELL

Wed., February 4: Loteria (#1624)

Wed., February 11: Double Up! (#1641)

LAST DAY TO RETURN

Fri., February 13: Hit \$50 (#1606), Magic 8 Ball (#1607) & Plug In (#1617)

Fri., February 20: Carolina Jackpot (#1631) & Clemson Jackpot (#1632)

LAST DAY TO CLAIM

Tues., February 10: Poker Night (#1595)

Tues., February 24: Win Big (#1629)



"SCEL COIN" DRAWINGS

Key West Vacation (1 winner) – Draw Date 2/17
\$500 Cash (25 winners) – Draw Date 2/25

"SCEL COIN" ACHIEVEMENTS

February 1-28

Enter \$50 worth of any tickets

Enter \$5 worth of Pick 3

Enter \$10 worth of Powerball

Enter \$100 in \$10 scratch-offs

Enter \$15 in \$1 scratch-offs

Enter \$10 in Pick 4 & \$20 in Hit \$500

Feb 2-8, 9-15, 16-22 & 23-Mar 1

Enter \$10 worth of Cash Pop

Enter 5 \$3 scratch-offs



RETAILER SPOTLIGHT

Winning and Service Meet at this Columbia Location

City Fuel & Food Inc. in Columbia has quickly become a standout destination for lottery players, thanks to big wins and exceptional service. This year, the store celebrated two top prize wins—a \$2 million win on \$20 \$2,000,000 Millionaire in June and a \$500,000 win on \$10 Red Hot Bonus in September. These exciting wins drew attention to the store and welcomed in a new wave of players eager for their chance to win.

Mr. and Mrs. Singh, the dedicated owners, make sure new games are activated bright and early on the first Tuesday of each month—a schedule well known to regulars and newcomers alike. Their hands-on approach ensures that every game is ready for players, keeping participation high and excitement consistent.

The staff are knowledgeable about lottery. They provide friendly and fast service that keeps customers coming back, often multiple times a day. Winner signs are prominently displayed throughout the store, inspiring hope and adding to the lively atmosphere. Employees also engage with customers in a fun, welcoming way, encouraging them to try new games and explore different ways to play.

The store prides itself on keeping fully stocked dispensers, featuring the top 24 games, while also activating games that are popular with players. They ensure new games are activated on



the day of release (1st Tuesday of the month), sometimes leaving dispensers empty beforehand or pulling partial books to make room for new games. The recent addition of a dual reset system with 40 dispensers has further boosted sales and accelerated book turnover, making it easier for players to access their favorite games.

City Fuel & Food Inc. exemplifies what it means to combine excellent customer service with lottery success. Their commitment to the player experience, community engagement, and game management makes them an exceptional and model retailer.

– Julie Okorn, Midlands LSR

NEW GAMES

Tuesday, February 3:

